

JOB DESCRIPTION

Job Title:	Visitor Services Assistant (VSA)
Department:	Visitor Services
Job Title of Line Manager:	Duty Supervisors & Duty Manager
Direct Reports (if any):	N/A

Job Summary: (Brief summary as to why the role exists)

Reporting to the Duty Manager and Duty Supervisors, our Visitor Services Assistants ensure everyone is welcome by providing excellent service standards across all visitor areas, ensuring sales are maximised and that the customer experience is always of the highest standard by providing a welcoming, efficient, knowledgeable and friendly service. They ensure a safe working environment by ensuring we comply with all health & safety procedures and standards including licensing laws. They work in all Visitor Services areas including bars, auditorium, retail, catering and events as and when required, in line with business needs.

What does success look like in this role?

Success will be seen through the consistent delivery of exceptional visitor experience and seamless visitor journey as well as maximising sales opportunities.

Role Specific:

Supporting the Duty Management Team

- Work as a team, to deliver excellent customer service, by maintaining a positive and motivational style, ensuring that we are delivering our brand values and behaviours, and by encouraging ownership and responsibility.
- Be the face of Birmingham Hippodrome and act as ambassador of our organisation and custodian of our reputation.

Visitor Experience

- Work in any areas required including the auditorium, foyer areas, bars, merchandise, retail kiosks, programme desk, bag searches, welcome host, catering outlets, events and any other Visitor Service area.
- Complete tasks assigned to your role and deliver an exceptional service, ensuring that agreed standards are consistently in place.
- Ensure high cleanliness and presentation standards are maintained in all visitor areas, including public spaces, sales areas, toilets, back of house stores, kitchens, cellars and Visitor Services staff areas, in line with statutory requirements, taking action when improvements are required.

- Maintain excellent customer service standards to our visitors at all times, ensuring that you are knowledgeable, welcoming customers, proactively responding to enquires and issues in a positive way in order to maintain effective customer relations, and proactively offering assistance and guidance to all visitors. Share your own enthusiasm, passion and fun for our on and off stage programme engaging with visitors whenever possible encouraging visitors to see our programme.
- Pre-empt customer issues, escalating to the Lead VSA or Supervisor where necessary.
- Feed back to Supervisors and Managers on areas for improvement in a timely and consistent manner, including items for immediate attention (e.g. cleaning requirements) and items for future consideration (e.g. sales trends, visitor experience).

Sales & Stock

- Actively sell programmes, ice creams, merchandise, alcohol, confectionery, food and any other products on sale at this venue, maximising all sales opportunities.
- Seek opportunities to recommend, upsell, promoting the services and any offers or promotions.
- Operate the till and handle sales and stock in accordance with the Theatre's sales and documentation procedures.
- Re-stock any sales points to the expected standard, handle stock in accordance with our stock procedures and ensure that loss is kept to a minimum.

Health & Safety, Licensing & the Environment

- Maintain an up to date knowledge of all our fire, safety and evacuation procedures and facilitate the evacuation of the public in the event of an emergency.
- Anticipate safety issues that may affect a visitor before they arise, and resolve them or quickly escalate to the Duty Manager.
- Be vigilant around the building identifying potential safety and security issues and alert the Duty Manager accordingly.
- Ensure compliance with licensing, food safety, health & safety and other legislation is adhered to at all times.
- Under the direction of the Duty Manager and Duty Supervisors, assist in handling of incidents as they occur.
- Maintain an up to date knowledge of all our fire, safety and evacuation procedures, giving clear and confident direction to facilitate the evacuation of the public in the event of an emergency.
- Ensure high standards of cleanliness and housekeeping in your working areas.
- Ensure waste in the location you are working in is effectively disposed of or recycled.
- Complete the opening & closing procedures assigned to your role as VSA.

Administration

- Ensure that all relevant documentation for your area is completed accurately, with the required level of detail and submitted at the end of each shift, such as temperature checks, and opening/closing checks.

Other Departmental Expectations:

- Comply with all statutory and Hippodrome requirements in the areas of compliance such as safeguarding, GDPR, health and safety, e-learning training, as well as internal courses, to ensure you have the relevant knowledge in these areas.

- Perform any other reasonable duties as assigned by the Duty Supervisor, Duty Manager and Head of Visitor Services.

What we're looking for in the ideal employee specifically for this role:-

Requirements	CORE: You will meet most of these requirements.	DESIRABLE: You should meet some of these requirements.
Relevant Experience	<ul style="list-style-type: none"> • Customer service experience at Assistant Level. • Experience at Assistant Level in front of house, catering, retail and/or bars. • Experience of taking cash/card sales. • Complaint handling experience. 	<ul style="list-style-type: none"> • Experience within a theatre, visitor attraction, bar/hospitality or cultural/entertainment environment. • Experience of operating an EPOS system.
Skills, Knowledge and Abilities	<ul style="list-style-type: none"> • Excellent customer service skills including the ability to assist all visitors in a helpful, friendly and courteous and confident manner. Welcomes people with a smile and a greeting, is open and hospitable. • Ability to pre-empt customer issues, with a pro-active approach in their resolution. • Excellent communication and interpersonal skills. • Good knowledge of health & safety legislation and licensing laws. • Good level of numeracy skills. • Assertive, confident and a good communicator. • Ability to work well under pressure, whilst keeping calm and focussed. • Ability to be a good team player, taking responsibility for the results they produce, and avoiding blaming others. • Responds to requests in a timely way or explains why they are not able to. • Attention to detail, and exceptionally high standards around cleanliness and presentation. 	

Relevant Qualifications	<ul style="list-style-type: none">• Possess or be willing to achieve a clear DBS check.• Possess or be willing to achieve a clear DBS check.	<ul style="list-style-type: none">• Qualified as a First Aider.• Qualified as a defibrillator (AED) user.• A Food Hygiene Certificate.
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